

To: President Castro

From: Mark Keppler, M.S./J.D.
Executive Director



Date: July 30, 2017

Re: Maddy Institute – Annual Report (2016-2017)

Attached is the Annual Report of the Maddy Institute as is required for all ancillary units.

The Institute has contributed to the overall mission of the University through policy analysis, civic engagement and leadership training.

We provide policy analysis on issues of importance to the San Joaquin Valley in a number of ways, including:

- *The Maddy Report*—a weekly half-hour public affairs television program broadcast on KFSN – Fresno ABC. The program also airs on the California Channel (public affairs channel for California) statewide and Charter Communications (public affairs channel for Southern California), as well as being posted on YouTube (13,000 viewers/week)
- *El Informe Maddy*—a weekly half-hour public affairs Spanish language television program broadcast on KTFF-DT Fresno UniMas, as well as being posted on YouTube (3,000 viewers/week)
- *The Maddy Report – Valley Views* – a one hour weekly public affairs radio program broadcast on Newstalk 580 KMJ and podcasted on iTunes (7,000 listeners/week)
- *The Maddy Daily*—a daily public affairs e-newsletter with 11,887 subscribers
- *The Maddy Associates Speaker Series*—a public affairs speaker program

We provide civic engagement by continuing to partner with, and provide research and staffing for, bi-partisan regional initiatives focused on increasing civic participation, as well as the quality of life and economic development for the Valley. In particular, we continue to support the *Citizenship Academy* to assist documented residents seeking citizenship and civic integration. We also continue to staff consultants to the *Air Quality Work Group of the California Partnership for the San Joaquin Valley*.

Finally, we provide leadership training primarily through the *Maddy Legislative Intern Scholars Program*, which provides students with a unique experience to work with legislators in local offices throughout the Valley, in Sacramento and Washington, D.C. In addition, we recently selected the third cohort the Wonderful Public Service Graduate Fellowship which will provide \$56,000 for up to two more graduate students in public policy/administration who plan on returning to the Central Valley upon graduation.

Our goal in future years is to maintain and enhance these efforts. In sum, we will continue to work toward our goal of being the most comprehensive public affairs institute in the CSU system and an asset to our region.

Enclosure

**REPORT OF
THE KENNETH L. MADDY INSTITUTE**

CALIFORNIA STATE UNIVERSITY, FRESNO

July 2017

Introduction

The Kenneth L. Maddy Institute at California State University, Fresno was established to honor the legacy of one of California's most principled and effective legislative leaders of the last half of the 20th century by engaging, preparing and inspiring a new generation of governmental leaders for the 21st century.

The Maddy Institute is located at the California State University Foundation building, Fresno at 4910 N. Chestnut Ave, OF 43.

The Institute's work is focused in three key areas: Civic Engagement, Government Leadership and Policy Analysis.

Mission

To inspire citizen participation, elevate government performance, provide non-partisan analysis and assist in providing solutions for public policy issues important to the region, state and nation.

Objectives

The Maddy Institute seeks to carry on the spirit of bipartisanship, effectiveness and commitment to the public good that Sen. Ken Maddy exemplified.

- Intern scholarships for university students in public service positions
- Graduate fellowships for Valley students to attend top universities
- Programs and activities that encourage civic engagement
- Forums featuring current and former elected officials, as well as other public policy experts
- Multi-media outreach efforts on public policy issues, particularly those that impact California

Governance History

State Senator Charles Poochigian introduced SB733 in the California legislature, which created the Kenneth L. Maddy Institute. The law called for the Institute to be directed by the Kenneth L. Maddy Professor of Public Administration at California State University, Fresno, under the direction of the Dean of the College of Social Sciences. University President John D. Welty appointed Dr. Harold Haak, former President of California State University, Fresno as the first Kenneth L. Maddy Professor. Dr. Haak served from 2000 to 2001. President Welty also appointed an Advisory Board, composed of civic and business leaders in the community.

The University adopted a charter for the Institute in 2000, establishing an Executive Committee, composed of full-time faculty members in the Public Administration Program, the Dean, the Maddy Professor and the Chairman of the Advisory Board. During the period of 2001 through 2002, former Fresno City Mayor Daniel K. Whitehurst served as the Kenneth L. Maddy Professor.

In January 2003, the Institute was reorganized. Under the new structure, the Institute continued to be housed within the College of Social Sciences and an Executive Director position was

created to assume the responsibilities of the Executive Committee. Jeanette Ishii was appointed as the new Executive Director, with accountability to the Dean of the College. The duties of the Maddy Professor were modified to free the position from administrative duties and define the role as an adjunct professor. In April, former Senator Jim Costa was appointed to serve as the new Kenneth L. Maddy Professor. The Advisory Board continued to function as appointed by the President of the University.

In September 2003, the Governor signed SB 452, authored by Senator Charles Poochigian. Effective January 1, 2004, the legislation requires the Maddy Institute be administered by the President of California State University, Fresno, and organized as a nonprofit organization governed by a board of trustees. The bill provides that an Executive Director be responsible for implementing the Institute's mission and supervising its daily operations. Instruction at the Institute would be provided primarily by California State University, Fresno. It deleted the requirement that the Institute and its curriculum be directed by the Kenneth L. Maddy Professor of Public Administration, under the Direction of the Dean of College of Social Sciences.

Prof. Mark Keppler was appointed the Institute's Executive Director and the Kenneth L. Maddy Professor of Public Affairs on June 1, 2004.

Don Jackson, Chairman of the Institute's Board of Directors since its inception, stepped down in December 31, 2010 (and assumed the role of Treasurer/CFO) and former Sen. Minority Leader Dave Cogdill became Chairman of the Board on January 1, 2011. Former Assemblymember Juan Arambula became Chairman of the Board on January 1, 2013. Larry Martin became Chairman on January 1, 2015.

2. Unit Financial Statement and Funding

Please see attachment for the financial statement

The original legislation established a \$1 million endowment for the Maddy Institute. The earnings of the endowment are transferred to the Institute for annual operations. In addition, Senator Jim Costa raised \$284,000 to create an endowment for a student internship program. Other sources of funds include: support from the University; donations; proceeds from fundraising events and conferences; and revenues from grants and contracts.

The Institute's strategic plan is to spend five percent of the State Endowment and the Costa endowment each year. The State Endowment funds that are pulled are used each year to stabilize cash flow. As of May 31, the amounts in each account are:

- State Endowment: \$729,088 (compared to \$761,193 last year).
- Costa Endowment: \$264,415 (compared to \$290,131 last year).

4. Board of Directors

Chairman: Larry Martin

Vice-Chairman: Melissa Poole

Treasurer/CFO: Don Jackson

Secretary: Joseph Castro

Board Members: Lynne Ashbeck, Henry Barkett, Sen. Tom Berryhill, Jim Coleman, Cong. Jim Costa, John Harris, Paul Hurley, Bill Lyles, Don Maddy, Larry Martin, Hilda Montoy, Sal Russo, and Chris Woolf.

Changes made to the Board in 2016-2017:

- Melissa Poole became the new Vice Chairman of the Board

Staffing

The Executive Director, a Program Coordinator, and student assistants support the Kenneth L. Maddy Institute. The Institute also benefits by volunteer support from the Board and community.

Changes made to the Staffing in 2016-2017:

- Hired a new Program Coordinator starting August 24, 2016

5. 2016-2017 Programs & Activities

a. Civic Engagement

- Maddy Associate seminars organized in 2016-2017:
 - Climate Change: Is the Political Climate Changing? With Senator Fran Pavley (D-LA)
 - November Election: Dan Schnur
 - Drawing the Line with Jack Ohman
 - Marijuana Legalization with Brian Vicente
 - Sacramento Political & Legislative Update

Each event was attended by an average of 35-70 guest and 2-4 current Legislative Interns from Fresno State

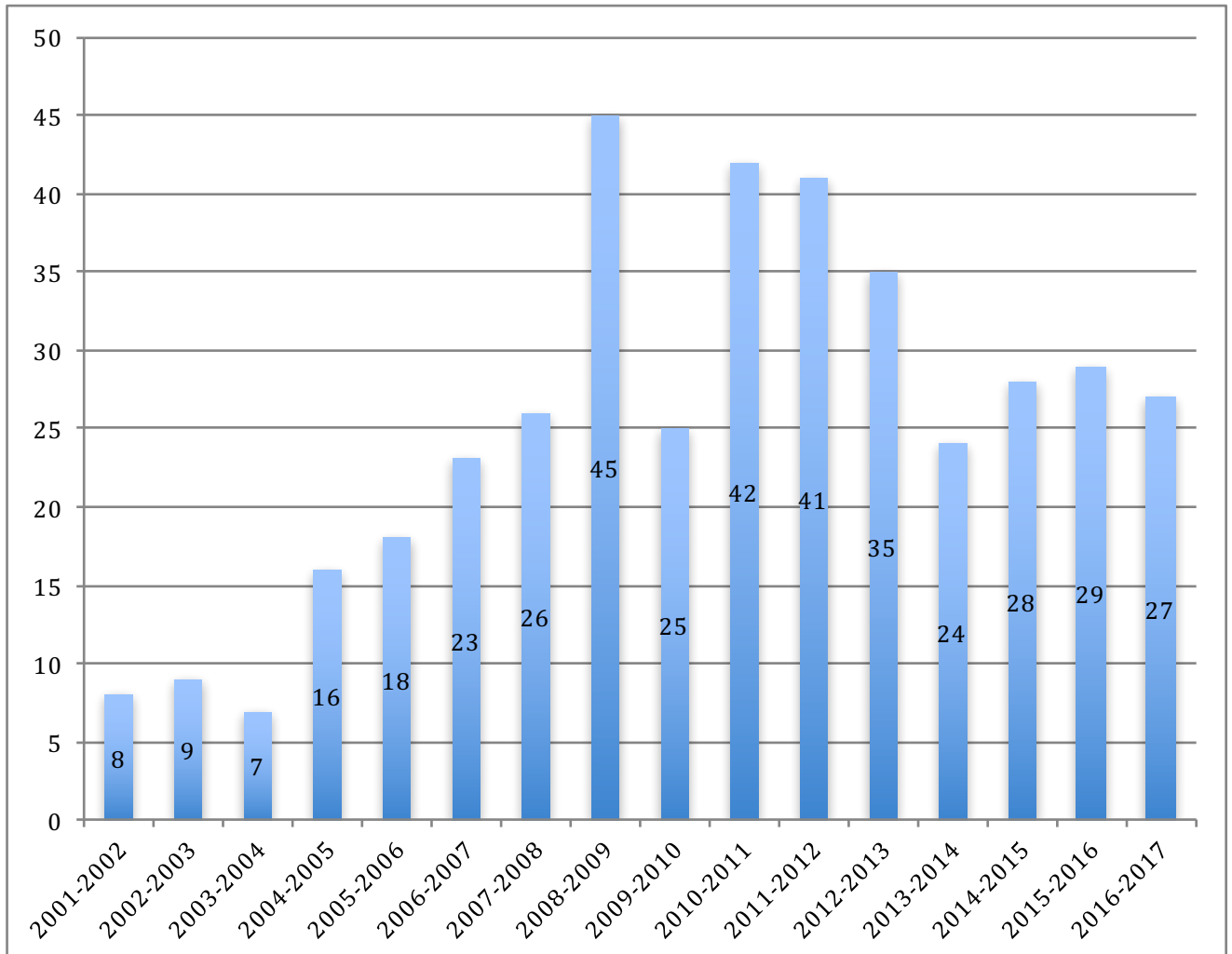
- *Citizenship Academy:* The Maddy Institute also launched the Citizenship Academy, part of a community-wide program to assist in the civic, social and economic integration of documented immigrants. Specifically, the Citizenship Academy hosted a special Naturalization Ceremony on June 20th at the Clovis Veterans Memorial District in conjunction with U.S. Citizenship and Immigration Services and the Central Valley Network for Integrating New Americans (one of five networks sponsored nationwide under a White House/Department of Education Initiative). 204 immigrants were sworn in as new citizens with an audience of 800 in attendance. Approximately 75 individuals from community organizations provided assistance in the form of volunteers and multicultural entertainment. The keynote speaker was Dr. Ghia Xiong, Living Well Program Director with the Fresno Center for New Americas.

b. Government Leadership

- During the 2016-2017 academic year, the *Maddy Legislative Intern Scholar* program:
 - Received 87 applications (compared to 112 applications last year).
 - Awarded 27 scholarships (compared to 29 scholarships last year).

- As a result, the program became more selective (26% acceptance rate this year compared to a 21% acceptance rate last year).
- Expanded the programs at the following offices:
 - Councilmember Oliver Baines III
 - Assemblymember Heath Flora (R–Modesto)
- The Institute, through its Legislative Intern Program, awarded \$54,250 in scholarships to students in FY 2016-2017 (compared to \$51,000 last year).

Number of Legislative Scholar Interns by Academic Year:



c. Policy Analysis

- *Maddy Report*: Weekly half-hour public affairs television program researched, written and hosted by the Executive Director and taped at the California Channel in Sacramento. Previously, this program was a production of KSEE 24 and Valley Public Television and aired on those stations. In the Spring of 2014, the production was moved in house and the program was moved to ABC30 – KFSN since it has the largest market share of any English-language tv station in the Valley. The program was also picked up by Charter Communications in Southern California (Santa Barbara to San Diego) in the Spring of

2015. The Cal Channel continued to broadcast episodes state-wide four to six days a week (depending on when legislative sessions are being televised). We produced 25 programs (our goal is 26) all of them edited at the MCJ Department at California State University, Fresno employing 2-4 students each semester. Industry rating services report that the program has approximately 13,000 viewers per week on KFSN. It is also available on YouTube.

This season included the following shows:

- 601: California Propositions: It's a Crime – Or Is It?
 - 602: California Propositions: Revenue Issues
 - 603: California's Top Ten
 - 604: California 2016 Election Special
 - 605: Crime and Punishment
 - 606: Climate Change Legislation
 - 607: State Auditor's Report on Medication of Foster Kids
 - 608: California Economic Summit
 - 609: Public Employee Pension Challenge
 - 610: Review of Prop 13
 - 611: Little Hoover Commission Report on Occupational Licensing
 - 612: California 2016 Election: Political Sea-Change or Political Mirage?
 - 613: In-Home Services & Nursing Homes: The Coming Senior Care Tsunami
 - 614: Trump Presidency, will California become Texas 2.0?
 - 615: State Auditors Nurses: What would California do with a nurse retched
 - 616: 2016 Cal Facts
 - 617: Follow the Money!' A Primer on the Calif Budget Process
 - 618: The Governor's 2017: Cloudy, and Rain in the Forecast
 - 619: Fake News & Info Illiteracy
 - 620: Is Legalized Marijuana About to Go Up in Smoke?
 - 621: California's Future Part One
 - 622: California's Future Part Two
 - 623: Bond Measures: Are Californians Paying More for less?
 - 624: Veterans Programs and Services
 - 625: The San Joaquin Valley's Water Challenges: A Comprehensive Review
- *El Informe Maddy*: Weekly half-hour public affairs Spanish-language television program. Prof. Keppler is the Managing Editor and Program Coordinator Maria Jeans is the host. We try to cover the same topics as those we cover on *The Maddy Report*. Like *The Maddy Report*, this program is primarily taped at the California Channel studios in Sacramento. We handle the production in-house. The program airs on Unimas – KTFF-DT Fresno. Our goal is to eventually produce 26 programs a year. We produced 18 shows this year. Industry rating services report that the program has approximately 1,308 viewers per week on KFTV. It is also available on YouTube. This season included the following shows:
 - 601: California Propositions: It's a Crime – Or Is It?
 - 602: California Propositions: Revenue Issues
 - 603: CA School Libraries: are we falling our kids?
 - 604; College Readiness in California's Community Colleges
 - 605: Crime and Punishment

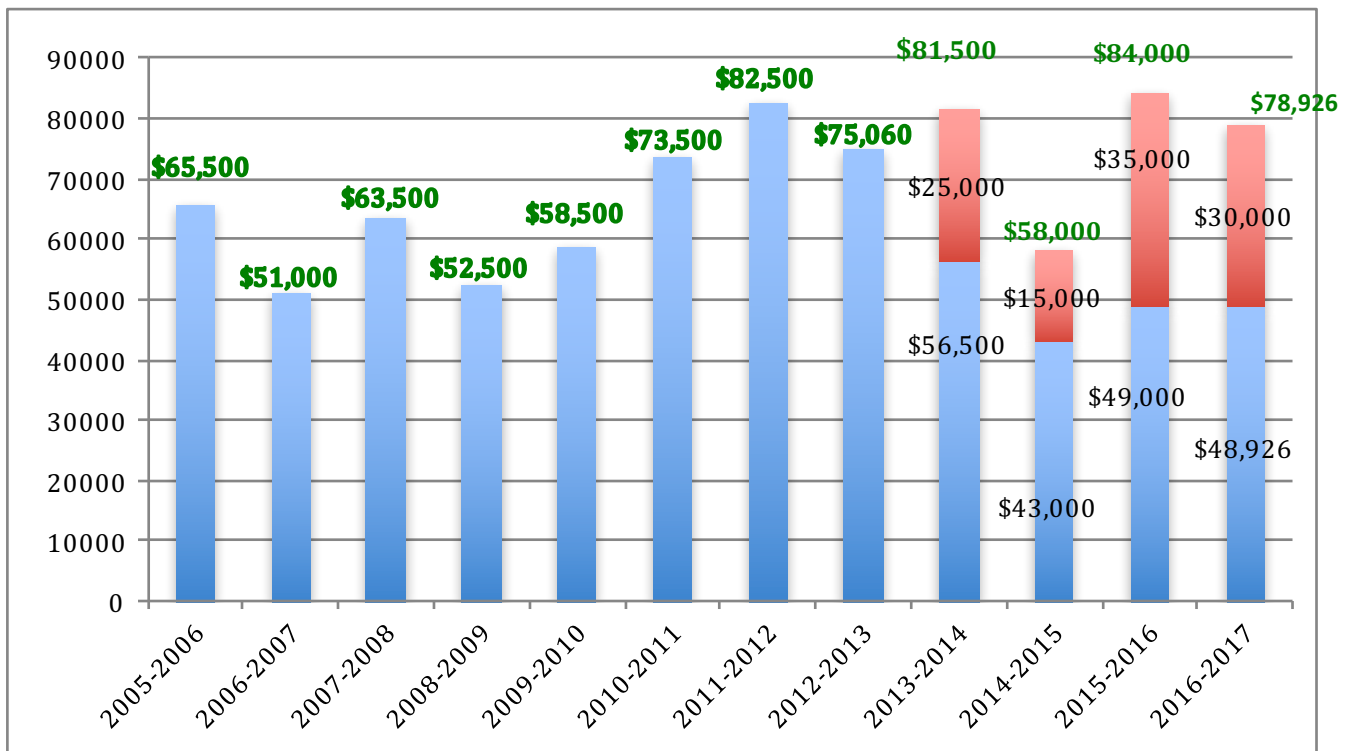
- 606: Climate Change Legislation
 - 607: State Auditor's Report on Medication of Foster Kids
 - 608: CA Economic Summit
 - 609: Fresno Bridge Academy: A Model to Replicate Statewide
 - 610: Civic Engagement and Voter Registration
 - 611: San Joaquin Valley Water: A comprehensive review
 - 612: California 2016 Election
 - 615: State Auditor's Report: Nurses
 - 616: Cal Facts
 - 617: Follow the Money: Primer to the CA's budget process
 - 618: The Governor's 2017 Budget
- *Maddy Report – Valley Views*: Weekly one hour public affairs radio program on KMJ. Also, available as a podcast through iTunes. We taped 25 original programs (our goal was 26). Industry rating services report that the program has approximately 7,000 listeners each week. This season included the following shows:
 - 601: 2016 Elections: Crime Measures
 - 602: 2016 Elections: Tax & Spending Measures
 - 603: Valley Politics: Who are the Movers and Shakers?
 - 604: Valley Voters: Who Are They? / California 2016 Election Special
 - 605: Crime Trends and Police Staffing: Are Valley Towns Safe?
 - 606: Climate Change Leg: Bad News or Good News for the Valley?
 - 607: A Program That Works: Madera County's Foster Care System
 - 608: California Economic Summit: Valley Implications
 - 609: Fresno's Solution to the Public Employee Pension Rubik Cube
 - 610: Prop. 13's Impact on the San Joaquin Valley
 - 611: Closing the Valley's Income Inequality Gap
 - 612: 2016 California Election Results: Valley Implications
 - 613: Valley Seniors: The Growing Need for Nursing and In Home Care
 - 614: Trump Effect on the Valley
 - 615: Valley Health Care Providers: Heal Thyself
 - 617: The budget Process 2017 Edition
 - 618: The budget Process 2017 Edition
 - 619: Information Illiteracy, Fake news and Real (California) Facts
 - 620: Recreational Marijuana: A Greener Valley?
 - 621: California's Future
 - 622: California's Future
 - 623: Local Bonds: Unnecessary Expense or Necessary Investment?
 - 624: TBD (Veterans Programs and Services)
 - 625: The Common Good: Solving Our Water Challenge
- *Maddy Daily*: Daily e-newsletter that chronicles politics and policy in the San Joaquin Valley. Subscribership is 11,887 subscribers (Last year = 13,230).

d. Fundraising

We have developed two key fundraising sources: (a) the Maddy Associates/Maddy Report sponsorships and (b) the annual Bob Beverly “Big Five” Fundraiser in Sacramento.

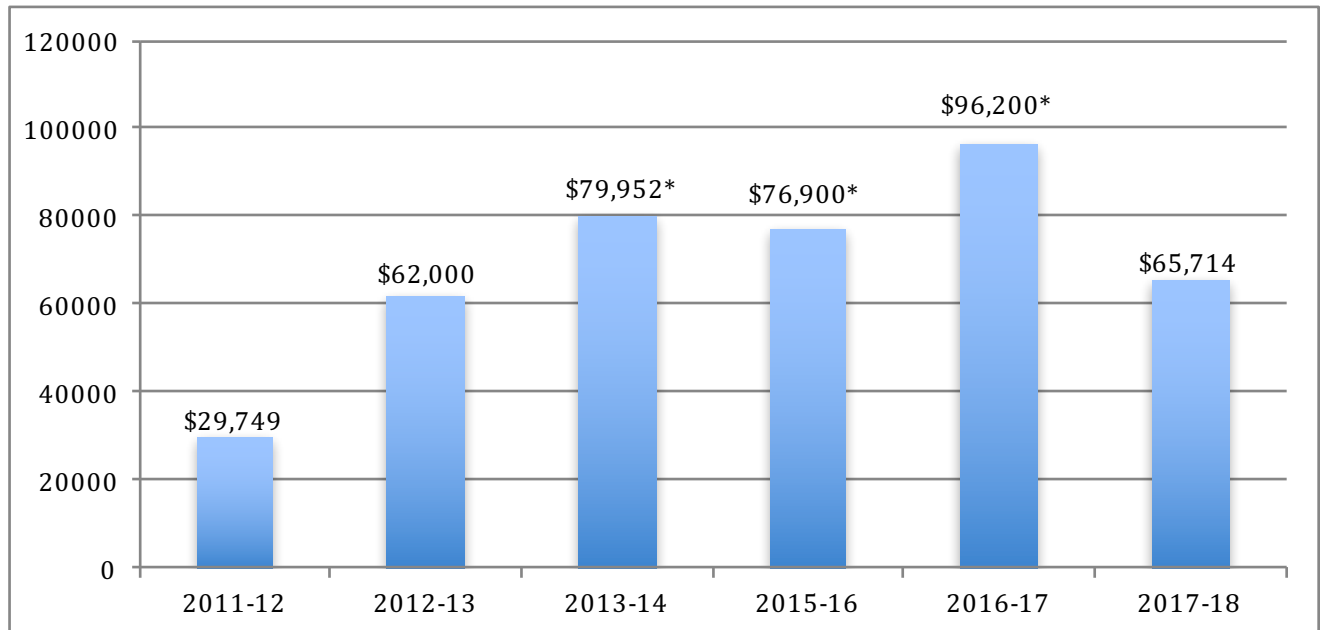
- The Maddy Associate/Maddy Report Sponsorships: In FY 2016-2017, the Institute secured \$78,926 in total Maddy Associate donations (\$48,926) and Maddy Report sponsorships (\$30,000). A large portion of the Maddy Associate donations fund the *Maddy Legislative Intern Scholarship Program*. (Note: We have bifurcated the contributions from the Maddy Associates (in blue) and those who sponsored the Maddy Report (in red). We have segregated the amounts to more clearly show the growth in each.)

Maddy Associate Donations and Maddy Report Sponsorships by Year:



- The Bob Beverly “Big Five” Sacramento Fundraiser: In 2011, we held a fundraiser in honor of Sen. Ken Maddy’s good friend, Sen. Bob Beverly who had recently passed away. This fundraiser was going to be a one-time event to help fund our internships at the State Capitol each summer and after four successive years decided to do an annual event.

Sen. Bob Beverly “Big Five” Sacramento Legislative Intern Fundraiser by Year:



(* = We received \$25,000 donation from 1 donor in 2013, 2014 and 2015)

e. 2017-2018 goals and objectives

- Have a minimum of 26 legislative interns
- Have a minimum of 2 graduate fellows
- Improve our selectivity for both our intern and fellow programs
- Continue to produce the *Maddy Report*, *El Informe Maddy*, *The Maddy Report-Valley Views Edition* and the *Maddy Daily*.
- Have at least 4 Maddy Associate events
- Continue the Sacramento Fundraiser

f. Other Activities

- Administration
 - *Maddy Daily* Editor Mike Lukens left his position on May 31. *Maddy Daily* now edited and produced in house.
- Space and equipment utilization:

The Maddy Institute moved in December of 2016 from the Thomas Building to a new office space at the Foundation Building 4910 N. Chestnut Ave. OF 43, Fresno, CA 93726. with the corresponding changes in space:

- Offices: From 2 to 1.
- Student work stations remained the same.
- Parking accessibility improved.

It should be noted that our office space was provided by the University and is now provided by the Foundation.

Finally, there has been no change in equipment utilization. The MI utilizes one printer, three phones and four computers one each for the Executive Director (provided by Craig School of Business) and Program Coordinator and 2 desktops for students.